

Strategy

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Enhancing Neighborhood Business Districts: reSTORE DC Program



Each year, a large amount of local consumer spending leaves our neighborhoods because of a lack of quality and variety of retail goods and services. In over half of the city's SNAPs, citizens call for revitalized neighborhood business districts within close proximity to their homes. Residents are continually concerned about retail areas that appear blighted and are increasingly tired of commuting to Virginia or Maryland for consumer goods,

basic services and entertainment. In response, Mayor Williams launched reSTORE DC, which is supported by multiple District agencies and private community partners.

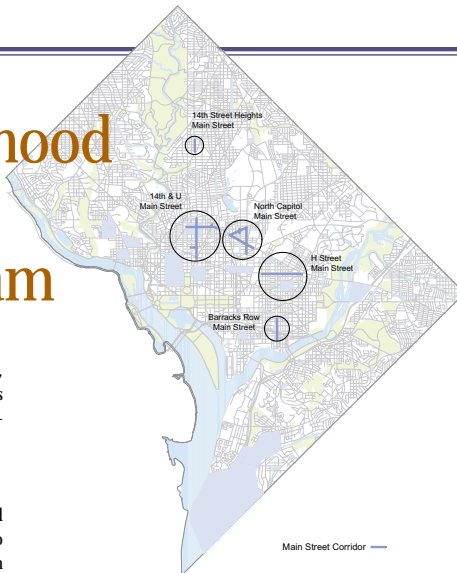
What is reSTORE DC?

reSTORE DC is a comprehensive community-based commercial revitalization initiative designed to enhance neighborhood business districts. Through technical assistance, matching grants, volunteer recruitment and training, reSTORE DC will:

- Build capacity of neighborhood-based commercial revitalization organizations
- Promote and market older, traditional commercial areas
- Improve the appearance and health of neighborhood business districts
- Help to reposition older, traditional commercial areas in today's marketplace

Four components:

- *DC Main Streets* a comprehensive package of technical and financial assistance for competitively selected neighborhood business districts
- *Commercial District Technical Assistance Program* will offer direct assistance to any commercial district in the city



ABOVE: DC Main Streets Local Programs

- *Commercial Property Acquisition and Development Fund* will provide matching funds for non-profit organizations to acquire, redevelop, or build commercial properties located anywhere in the District
- *Small Business Development Program* will assist businesses to grow and prosper through opportunities for training, workshops, conferences, technical assistance, and access to capital

What are the benefits of commercial revitalization?

- Improved community economic health, local quality of life, pride, and appreciation of community history
- Retention and creation of jobs, which also means a stronger tax base
- Increased opportunities for small businesses — the building blocks of a healthy economy
- Reduction of sprawl by concentrating retail in specific areas, and better use of community resources such as infrastructure, tax dollars, and land
- Protection of property values in surrounding residential neighborhoods
- Increased community options for goods and services: whether for basic staples like clothing, food and professional services, or less traditional functions such as housing and entertainment
- New tourist attractions by virtue of the character of buildings, location, selection of unique businesses, and events

What has the City accomplished?

- Budgeted \$7.5 million to fund reSTORE DC program in FY 2002/03
- Awarded the first round of DC Main Street designations to five communities: 14th Street Heights Main Street; 14th & U Main Street; North Capitol Main Street; H Street Main Street; Barracks Row Main Street
- For Fiscal Years 2002 and 2003, awarded approximately \$2.3 million in Facade Improvement Grants to four community development organizations: Gateway Community Development Corporation; Anacostia Economic Development Corporation; East of the River Community Development Corporation; H Street Community Development Corporation

For more information on the reSTORE DC program, visit the Deputy Mayor for Planning and Economic Development's web site at www.dcbiz.dc.gov.

UPPER LEFT: Each of the city's 39 Neighborhood Clusters has at least one local commercial area.

LEFT: Compact, mixed-use neighborhood centers provide convenient access to services and interesting places to walk or people-watch. 24-hour activity increases safety.

